



## oneTribe Clothing Store to Open in Storrs Center



August 12, 2013 (*Mansfield, CT*) – “I’ve always been fond of the young vibe of a college town,” relates Sandra J. Calvo-Rouette, proprietor of oneTribe, a new clothing and accessories store that is scheduled to open in Storrs Center on August 23. “Opening a new store in Storrs Center is a big move for me, but one that promises to be fantastic!” oneTribe will be the first clothing store to open in Storrs Center. oneTribe will feature clothing and accessories that appeal to a wide variety of people, from teenagers to Boomers, who share a desire for urban-styled clothing that is comfortable and easy to wear.

Ms. Calvo-Rouette has always loved clothing, especially those with great fabrics, textures, and colors. After graduating with a degree in finance and operations management from the University of Massachusetts in Amherst and completing her Masters in Business Administration from Western New England University, Ms. Calvo-Rouette began her professional career. Thirteen years later she opened her first store in Somers, Connecticut. When the opportunity arose to open a store in Storrs Center, she quickly made plans to relocate oneTribe to this Main Street neighborhood.

The shop will feature clothing lines for men and women for all seasons, including Quiksilver, Roxy, O’Neill, and Billabong, among others. Dresses, shorts, jeans, slacks, jackets, handbags, sandals, and backpacks are just a few of the items the store will offer. oneTribe will be open daily, except Mondays. “We

want our customers to be able to shop with ease and with expert advice available,” says Ms. Calvo-Rouette. “We will be offering personalized service with no stress. Just come to oneTribe and explore our great clothing and tons of accessories. Our items are unique and prices are reasonable.”

Storrs Center developer Howard Kaufman, Managing Member of LeylandAlliance LLC, welcomes oneTribe to Storrs Center. “We are excited to have oneTribe as our first clothing store. Their commitment to clothing that is attractive to a wide range of ages and lifestyles will benefit Mansfield residents and visitors enjoying the true college town atmosphere now taking hold in Storrs.”

More information about oneTribe is available by following their Facebook page at [facebook.com/oneTribeShop](https://facebook.com/oneTribeShop) or by visiting [onetribeshop.com](http://onetribeshop.com).

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*Storrs Center is a mixed-use town center and main street corridor at the crossroads of the Town of Mansfield, Connecticut and the University of Connecticut. Located along Storrs Road adjacent to the University, the Town Hall, the regional high school, and the community center, Storrs Center knits thoughtful architecture, pedestrian-oriented streets, and public spaces into a series of small neighborhoods that make up the new fabric of the town center. Ground floor retail and commercial uses opening onto landscaped sidewalks reinforce traditional street front activity and is supported by residences above and shared community spaces. Storrs Center combines retail, restaurant, and office uses with residential apartments.*

[www.storrscenter.com](http://www.storrscenter.com)